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MAR 25 1924

U.S. Department of Agriculture

# Keith's New-Land Plants For Big Crops and Big Profits

*Full of Productive Life and Vigor  
Well Developed Root System  
Strong — Hardy — Thrifty*



Sample

*The best  
late  
variety*

Service

Quality

KEITH BROS. NURSERY

SAWYER  
MICHIGAN



From  
Actual  
Photograph.

# The Reliable Dunlap

## A Dependable and Profitable Variety

**D**OES well in all strawberry soils. A reliable variety for beginners.

**U**NDOUBTEDLY one of the best Strawberries for home gardens.

**N**EVER have we found customers disappointed in the Senator Dunlap. Perfectly hardy throughout the Northern and Western States.

**L**ARGE, uniform berries, very firm, dark red, juicy. With a good strawberry flavor. Just the berry for shortcakes, desserts, canning, preserving and jellies.

**A**CCEPTED by growers everywhere as a very worthy and profitable variety. Yields large crops of uniform berries that are simply delicious.

**P**LANTS make a good wide picking row, which insures big bumper crops.

Our New-Land Senator Dunlap plants are strong, healthy and vigorous. Our guarantee goes with every plant. We also send our "KEITH'S WAYS TO SUCCESSFUL BERRY CULTURE," which thoroughly explains how to grow Strawberries for largest yields.

This variety is more thoroughly described on Page 10. Price: 30c per 25; 75c per 100; \$1.20 per 200; \$1.65 per 300; \$2.00 per 400; \$4.50 per 1000.

## NOTICE

Keith's NEW-LAND Senator Dunlap plants are of high quality and our guarantee goes with every plant, also our "Keith's Ways to Successful Berry Culture". See page 7.

Danville, Ill.  
Dear Sirs:—  
I picked 2,448 quarts of strawberries from the 4,000 plants you sent me, and they brought me \$253.25. The Gibson and Sample are the best.  
H. STREBING.





## OUR GUARANTEE

We guarantee our plants will reach you in good growing condition and will replace any that do not, providing you send us at once your express receipt and a statement from your express agent showing loss or damage to plants.

All plants shipped by us are true-to-name, healthy and carefully packed. You take no risk in sending us your order, for we absolutely guarantee you satisfaction. We make good any order which proves unsatisfactory.

This is our guarantee and for reference we refer you to the Union Banking Co., St. Joseph, Mich.; E. K. Warren Bank, Three Oaks, Mich.; Postmaster and Express Agent, Sawyer, Mich.; and the American Association of Nurserymen, Louisiana, Mo.

**Keith Bros. Nursery**  
Sawyer, Mich.



# KEITH'S NEW-LAND FRUIT PLANTS

## TO OUR FRIENDS AND CUSTOMERS

In presenting you with this year's book, we wish you to become better acquainted with our Nursery; how we grow, pack and ship our New-Land plants; and how we endeavor to give every customer the best of service. We sincerely believe that the foundation of a permanent and successful business is a satisfied customer.

We have spent no little time in preparing this book, hoping that it will carry to you our message of service, and that you will gather from its pages the understanding that we do our level best to make every order for plants bring the customer many times more its initial cost. Upon your success depends ours, therefore, when you place your order with us you are assured we will do everything possible to make the transaction a paying one for you. "He profits most who serves best."

**OUR NEW-LAND PLANTS.** Our plants are grown in an ideal plant soil—fresh, new-land soil, full of natural plant foods, composed of decaying stems, roots and leaves, which makes it the very best for the growing of strong, healthy plants that are equal to any and superior to many that are offered at a less figure. There are no substitutes for these natural plant foods found in our New-Land soil; consequently you will find our New-Land plants unequaled by plants that have been grown in old soil that has been cropped for years, and from which these natural plant foods have been depleted.

**K**NOWING that you will find it interesting and profitable to carefully read the following pages, and extending our thanks to all our customers for their past patronage, and asking that we may be remembered with your wants along the small fruit lines for the coming year, we remain

Very respectfully yours,

**Keith Bros. Nursery**

All printed matter, illustrations of fruits, plants, etc., in this book, are protected by U. S. Copyright.

# Keith's New-Land Plants Are Best

None Like Them Because of the Special Soil In Which They Are Grown



Note the Well Branched Fibrous Roots. A Result of Our New-Land Soil.

## The Natural Home of the Strawberry is in a New-Land Soil

THE natural home of strawberry is in New-Land soil. This you will realize when you recall how you used to gather the sweet, "wild" strawberries when you were a boy, growing along the edge of woodlands, where the soil was rich in natural plant foods of decaying leaves, stems, twigs, etc. We have taken advantage of this fact and grow our plants in New-Land soils which contain all their original plant foods. The result is New-Land plants are strong, vigorous, healthy and productive; capable of giving you the best returns possible.

It has always been the aim and ambition of Keith Bros. to grow plants that were vigorous, strong and healthy, that would bring their customers the most profitable yields of choice berries. These aims and ambitions were fully realized when we found, that by growing our plants in a new, virgin soil, we could produce plants of the highest quality and the most dependable for profitable yields of choice berries. You will find Keith Bros.' New-Land plants just what you have been looking for, plants you can depend upon to grow and produce, and when you set plants of this kind, grown in our natural strawberry soil, you will not only make big profits growing strawberries, but find a great pleasure and satisfaction in it.



Field of Keith's New-Land Plants. Note Heavy Woods in Background.

Lebanon, Ohio.  
Gentlemen:  
Plants arrived in  
the best of condition.  
They are the best  
plants I've ever seen  
and can recommend  
your plants highly.  
ROY GUSTIN.

**IT PAYS TO SET THE BEST  
Cheap Plants Are a Poor Buy  
At Any Price**

St. Johnsbury, Vt.  
Gentlemen:  
Received plants in  
very nice condition.  
They are good strong  
plants. Order No. 392.  
A. H. LACOURSE.

# Keith's New Virgin Soil PRODUCES THE BEST PLANTS

There Is No Substitute For the Natural Plant Foods Found In Keith's New-Land Soil

In the production of our New-Land plants, we are very fortunate to have soil especially suited for the growing of strong, vigorous strawberry plants. This land has not been robbed of its original plant foods by the continuous growing of other crops. In other words, it is "new land" and contains the natural plant foods composed of decaying leaves, stems, roots, etc., which cannot be substituted for the growing of the most thrifty, vigorous plants. The young plants, from the time they first take root, have access to these natural plant foods, consequently they grow to be the strongest, most vigorous and healthy plants Mother Earth can produce. Note the strong, large root systems shown on the plants pictured on these pages, and you will get some idea of the quality of the strawberry plants Keith's New-Land soil produces.

We know you will understand why plants grown in Keith's New-Land soil will be the most profitable for you to buy. It is poor economy to try to save a few cents on a thousand plants, and, by so doing, sacrifice the quality and dependableness found in our New-Land plants. It is the quality of the plants you set that determines your success. You know it will cost you just as much to prepare your soil, set out and care for poor plants as it will good ones, and, as long as you go to this expense and labor, why not set plants that you know will give you the desired results? You will find it a pleasant and profitable business to grow strawberries when every plant grows and makes you a good wide picking row. Be setting Keith's New-Land plants you will be more than satisfied with the results they will bring you. There are no better plants grown.

Keith's New-Land plants will produce a much more satisfactory growth for you than weaker plants grown in soils that have been cropped for years. Why not set strawberry plants that are guaranteed to satisfy? Keith's New-Land plants are the best and cheapest plants for you to buy for they will give you the largest yields of big, juicy berries and that is what you are after.

**BIG CROPS - BIG PROFITS**  
**Strong Plants are Good Investments. Bigger Profits are Possible with Keith's Plants**



Note the Long, Heavy Root System.

The  
Best  
Mother  
Earth  
Can  
Produce.



KEEPING UP NEW-LAND SOIL FERTILITY—TURNING UNDER RYE AND VETCH IN ONE OF OUR NEW-LAND FIELDS. Soil Was Well Prepared and Sowed to Soy Beans. Turned These Under in September and Sowed Rye and Oats. This Will Be Plowed Under Next Spring and Field Planted to Strawberries.

Springfield, Ill.  
Gentlemen:  
Plants arrived Tues.  
They are certainly  
fine plants. Just as  
represented and we  
are more than pleased.  
MRS. R.

HENDRICKSON.

Set Keith's New-Land Plants  
Grown In Virgin Soil  
They Are the Most Dependable  
Plants Grown

Evansville, Wis.  
Gentlemen:  
Just received the  
strawberry plants and  
to say I am pleased  
is putting it mild.  
They were beautiful  
plants, with such  
good roots.

J. H. WEST.

# Big Money Growing Strawberries From Keith's New-Land Plants

Strawberry Growers Make More Money Than Other Farmers



Keith's Plants  
Shortly After Set-  
ting.

Every Dollar Invested Can Bring You \$25 to \$50  
In Berries

HERE is more and quicker money to be made in growing strawberries when Keith's New-Land plants are set than from any other line of farming. Keith's strawberry plants take only one year to bring you from 25 to 50 times their cost. What better investment can you make? Growers not only pay for their land in two or three years, but have money besides. There is from \$500 to \$700 per acre to be made in growing strawberries when you set Keith's plants and grow them Keith's way. From an acre or so you can make more money than you can from a whole field of corn, wheat, oats, and other grains. You can make big profits growing Keith's New Land strawberries when you follow Keith's way. (See page 7.) If you have not realized large profitable returns, or been disappointed in results from plants obtained elsewhere you should not give up. Keith's New-Land plants will surprise you with their yields of big, juicy red berries. You just can't keep them from fruiting when you follow "Keith's Ways To Successful Berry Culture," sent free to every customer.

We have customers in every state in the Union who are making easy money growing strawberries from Keith Bros.' New-Land strawberry plants.

MR. E. E. ROY of Los Angeles, Cal., wrote us that he "netted \$260.00 from a small strawberry bed 40x40 feet set to Keith's New-Land plants." He is sure that the Famous Gibson can be made to bring him \$3,000 per acre.

MR. H. D. ASCHMAN of Beaver, Pa., informs us that he "has made more money fruiting Keith Bros.' New-Land plants than from any other line of farming."

MR. E. ELLIOTT of New Palestine, Ind., harvested \$126.80 in berries from Keith Bros.' plants. He writes that he can make \$1,000 per acre by setting our Famous Gibson plants.

MR. BUNNELL of Wayne Co., Mich., sold over \$1,000 in berries from one acre set to Keith Bros.' New-Land strawberry plants.

MR. W. H. JACOBS of Buffalo, Texas, writes us, "Berry plants are bearing profusely. As many as thirty berries can be found on one plant."

B. A. SMALLWOOD of Grafton, W. Va., writes us, "From the 3000 plants, after the frost got the first blossoms, I gathered 1,468 quarts which brought me \$513.80." Keith's New-Land plants which he set cost him less than \$20.00.



A View of Part of Mr. J. R. Mienk's Strawberry Bed  
Grown From Keith's New-Land Plants That Brought Him  
at the Rate of \$1100.00 per Acre. (See Letter Below.)



In This Field Mr. Lochtefeld Set 1500 Keith's New-  
Land Plants and Harvested Over \$128.00 in Berries. The  
Plants Cost Him \$8.25. (Read His Letter Printed Below.)

Redford, Mich.

Dear Sirs:  
Mailing you pictures of my strawberry bed which is 30x210 feet. Picked 984 qts. and sold them all in front of our home. The Mrs. and the children did all the picking and took in over \$165.00. Pretty easy money. Now, Mr. Keith Bros., I have been in Detroit and its suburbs for over 49 years and have been around quite a bit, and I never saw strawberries grow and fruit like yours. They are certainly wonderful.

J. R. MIENK.

Over \$1,100 Per Acre

From  
Keith's New-Land Plants

\$8.25 In Plants  
Brought Me \$128.00

St. Henry, O.

Dear Sirs:  
The 1500 Gibson plants I bought from you certainly did fine. We had a very dry season but still we picked 20 bushels and sold them for \$128.00. The Gibson stand the dry weather the best.  
V. F. LOCHTEFELD.

# Have a Home Strawberry Bed

## It's A Home Necessity

It's a Pleasure—a Profit—a Satisfaction—Supplying Family Needs.

**P**LANT a strawberry bed this year. It will be the best investment you have ever made. You have a garden, why not a strawberry bed? It will supply you with all the fresh, juicy strawberries you want for your table, for canning, preserving, and you will have berries to sell. It gives the "kiddies" something to do worth while. You can find enough space in your garden or back lot for a strawberry bed. It is an extravagance to buy your strawberries when it is so little trouble to grow them. And by growing them, you have them FRESH from the vines. They don't have to be picked green like many strawberries you buy.



Every Plant Grows,  
Making an Even Row.

**F**RESH, juicy, red strawberries in season and lots of them. So little time required in planting and caring for the plants but so many big, juicy berries.

You will not need over 500 plants, say 200 of the Champion Everbearing variety, 100 Dunlap, 100 Gibson and 100 Sample. Set these varieties after Keith's ways of growing garden strawberries and you will be more than surprised at the yields of dandy, big, red berries. You can have fresh strawberries for two summers. The Champion Everbearing variety will bear for you this coming summer and the other three varieties will bear the next.

It will certainly pay you to set strawberry plants this spring. For the little space they require, the small amount of care, and the great pleasure of having fresh, juicy strawberries picked from your own garden, you cannot afford to be without them.

**MRS. HILDEBRAND** of Tolusa, Ill., wrote us some time ago, saying, "We sure are and have been enjoying the strawberries picked from the plants you sent. They certainly are fine. If people would follow your method of growing strawberries they would be more than repaid for their trouble."

**MR. J. LOGAN SMITH** of East Redland, Va., states, "We kept no record of the number of berries picked from the plants you sent, but they were certainly fine berries. Got 30 cents per quart for what we did sell."

**TRIXIE SQUARE** of Jasonville picked over 300 quarts of dandy berries from 300 Keith New-Land strawberry plants.

Nature has made it possible to produce fruits enjoyable and appealing to the taste. Strawberries are enticing to young and old alike. They have wonderful value as an appetizing and nourishing food. The joy of knowing what real home-made desserts, sauces, jams, tarts, pies, etc., are in the good old winter time will only come to you when you pick the berries yourself from your own berry garden. They provide a source of winter supply of delicacies. Nothing can be more welcome, nothing more acceptable, and it is very convenient for the housewife. The system needs the tonic stimulus of strawberries in winter. Don't let another season pass without providing your larder with an abundance of strawberry preserves. Keith Brothers New-Land plants put out this year will take care of your needs in abundance next year.

You will find a score of delightful ways to use strawberries, not only during the summer season, but for winter-time dainties and delicacies as well. Plant a strawberry garden this year. Use Keith Brothers hardy, long-rooted, New-Land plants.



Mr. Strebing's Berry Field From Which He Sold \$253.25 in Berries. (See His Letter Below.)



A View of Mr. Lyons' Strawberry Field, Independence, W. Va. He Set \$29.00 Worth of Keith's New-Land Plants and Harvested About \$240.00 in Berries.

## Big Crops—Big Profits

\$500 to \$700 Per Acre

From

Keith's New-Land Plants

Danville, Ill.  
Gentlemen:

I picked 2,448 qts. of fine berries from the 4000 plants you sent me and sold them for \$253.25. The Gibson and the Sample are the best berries. I am well pleased.

H. STREBING.

Kenton, Ohio.

Gentlemen:  
I got the 4400 strawberry plants out the last of April. The summer was hot and dry but they made lots of plants. They came through the winter O. K. and I never saw so many blossoms on plants before. The 400 plants produced over 450 quarts of sweet, good sized, well flavored berries. Would have made more but the summer was too dry.

C. DANIELS.

# Strawberries All the Year Around

FROM A KEITH'S FRUIT GARDEN

A Great Saving and Profit for Your Family

You cannot realize the saving and profit one of Keith's strawberry gardens can bring you. Whether you have only a small lot in town or live on a farm, a Keith strawberry garden will supply you with fresh, juicy, sweet strawberries all during the summer and fall. You have to pay too much for strawberries when you buy them and seldom can you get them fresh and ripe like you could pick from your own garden. The high cost of berries prohibits you from having all you need for your table, preserving and canning. It would cost you very little to grow all you can possibly use from just a few of Keith's New-Land strawberry plants.

## DID YOU EVER REALIZE

**That** buying the berries needed for your table, canning and preserving is a big expense that could be stopped by setting a few of Keith's high-yielding New-Land strawberry plants.

**That** the growing of all the fresh strawberries you can possibly use is easy when Keith's plants are set and Keith's methods of culture are followed.

**That** you will not only save this family expense of buying berries when you set a Keith's strawberry garden, but you will have that great pleasure and satisfaction of having fresh strawberries every day during the summer and fall, and have plenty of strawberry jellies, jams, and preserves all during the winter.

**That** all these pleasures and satisfactions can be yours if you set a Keith strawberry garden this spring, and just as sure as fate, if you do not grow your own berries and have to buy them, you will never have these rare treats.

Again, you cannot imagine the profits you can make from a Keith's strawberry garden. We have many customers in the suburbs of cities and in parts of the country not especially devoted to fruit growing, who make big money from the sale of surplus berries from their strawberry gardens. They find ready sales for all their berries at from 25 cents to 50 cents per quart. Also, there is always a good sale for fresh strawberries at "stands" along public highways. There is certainly big money in growing strawberries if you go

at it right. Write us at once the size of the lot you wish to set to strawberries and we will help you plan it for the greatest profits.

The varieties we suggest for your strawberry garden are Premier, Senator Dunlap, Famous Gibson, Sample and Champion Everbearing. The Champion will supply you with berries this coming summer and fall and the other three varieties will fruit their crop the following spring. We will be glad to advise you regarding any other varieties we offer. (See pages 8 and 12).

8500 QTS.  
PER ACRE  
PER DAY  
FROM KEITH  
BROS. FAM-  
OUS GIBSON  
NEW-LAND  
STRAW-  
BERRY  
PLANTS.

A REMARK-  
ABLE YIELD.  
MORE  
GOOD BER-  
RIES PICKED  
IN ONE DAY  
THAN SOME  
VARIETIES  
YIELD ALL  
SEASON.



Photo Sent in by H. Scott, Independence, Kans. Three rows, 130 feet long, yielded 425 Qts. per Day During Season. Keith's New-Land Plants Were Set.

Holly, Mich.  
Dear sir:  
I am well pleased with the plants you sent me a year ago. Sold \$250 worth of strawberries from the 3000 plants, which was very good I think for a dry season. Don't forget me when you get your new catalogue out.  
M. T. HADDEN.

IT PAYS BIG TO SET  
KEITH BROS. NEW-LAND  
FAMOUS GIBSON  
PLANTS  
(See photo above.)

Independence, W. Va.  
Gentlemen:  
The 5000 Gibson, Dunlap, and Aroma did fine. We picked about 300 gallons and sold them at 80c per gallon. One of my customers said they were the finest berries he ever saw.  
CLINT LYONS.  
(See photo, page 5.)



# Free to Keith's Customers

We Help You Make Strawberry Culture Profitable and Easy.

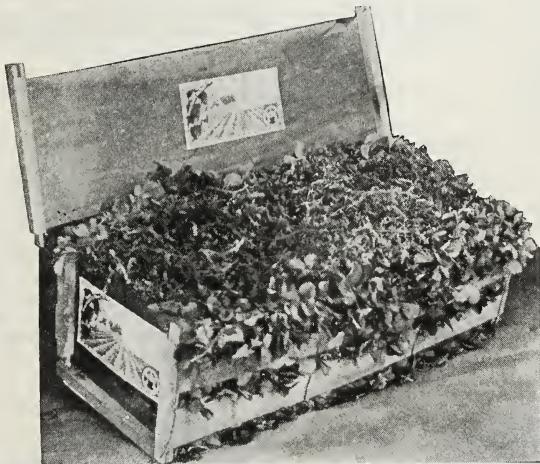
Our "Keith's Ways to Successful Berry Culture" helps you to grow big, bumper crops of berries in your garden or field. It is sent you free and postpaid as soon as your order is booked at our office. It explains Keith Bros. way of growing bumper crops of small fruits, especially strawberries. You will find it very helpful, as it is just full of Keith Bros.' practical methods of growing the most profitable crops of berries. If you follow its suggestions there is no question as to your result.

The Keith Bros. are much interested in the success of every one of their customers, and wish to be of service to every one in the most successful way. The old saying "He profits most who serves best" is our motto, too. We were born and raised in the small fruit business and feel, with no air of egotism, that we can start you right and assist you in making the growing of all kinds of small fruits a very successful, pleasing and profitable business. Give us an opportunity to assist you in making small fruit growing a very paying undertaking.

The farmer's problem today is to enter some line of farming that will bring him the most profits for his labor. They appreciate more than ever the need of some cash crop that will bring them more and quicker money. Strawberries and other small fruits are just the crops to meet these needs. From them can be made more and quicker money than from any other branch of farming. Let Keith Bros. help you to realize some of the big profits to be made from the growing of small fruits, especially strawberries.

## Why Keith's New-Land Plants Reach You In Good Condition

We are always on the lookout for the best interests of our customers. We do everything possible to have our New-Land plants reach you in good condition. From the time a plant is taken from the ground it is protected so that its roots do not become dry. In our new packing house the plants are packed in wire-bound crates with a special moss (see picture below) placed around their roots to keep them damp until they reach their destination. In smaller orders the plants are packed in this same special moss, wrapped and tied securely in waterproof paper. This method of packing the smaller orders insures safe arrival. By handling and packing our New-Land plants in this manner we are sure they will reach all customers in a good fresh, growing condition.



Keith Bros. Method of Packing Their New-Land Plants.  
Note the Use of a Special Moss Over Roots Which Prevents Drying Out.

All shipments are delivered to our express or post office in the best of condition, and if these transportation companies are negligent or careless in their deliveries, thereby causing the plants to reach you in a spoiled condition, we are sure you will not place us in the fault. In cases like this we ask you to refuse the shipment, sending us at once a statement from the agent or postmaster as to the condition of the plants upon arrival and why. We will then refill your order without cost.

From what we give you on this page and others we hope you will understand that we are very desirous of helping you to succeed in growing our fruit plants successfully.

Showing Our New-Land Plants  
Packed Ready for Shipment. Sure to  
Arrive in Good Condition.

### CERTIFICATE OF NURSERY INSPECTION

No. 2804

This is to Certify, that I have examined the nursery stock of Keith Bros. Nursery, and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after July 31, 1924.

W. P. HARTMAN,  
Director Foods and Standards.

Lansing, Mich., Oct. 29, 1923.

# Keith's Everbearing



Cross View of a Champion Bed in August, Showing Plants Set in Spring (April.) They have Loads of Berries on Them.

## Champion The Best Everbearing Strawberry

CHAMPION (Per.) is a new variety of Everbearing strawberry. It was introduced three years ago and has proved to be the most prolific and profitable everbearing strawberry grown. It broke the United States record in 1920 by producing from one acre, 352 sixteen quart cases of berries in 169 days, bringing the grower in 129 days, \$2,059.20. This was accomplished by Mr. Lubke, the originator, on a sandy loam soil without irrigation. To make sure that we would have pure Champion plants, we secured our stock direct from Mr. Lubke. We guarantee every plant to be Champion.

Without doubt, it is the best everbearing strawberry you can secure and we recommend it above all others because we know what it can do when compared with other everbearing varieties. We caution our customers to beware of substitutes for the Champion. There are other varieties that resemble it in appearance of plant and berry but not in productiveness.

Champion will begin to fruit paying crops about the middle of July and keep it up until the freezing weather kills the blossoms and berries. It is a great variety to supply berries for fruit stands in front of your home or for resort trade.

The Champion berry is medium dark red, firm, regular in shape, and of good flavor, equaling any of the spring varieties at any time during the summer and fall. They cannot be excelled for dessert, shortcake, preserving, canning, etc. You couldn't ask for a better strawberry.

Remember, when you buy Champion plants from Keith Bros., they have a guarantee back of them and that you are getting plants of the best quality, the kind that grow. Price, \$12.00 per 1000. (In less than 1000 lots see page 23).

GROWN IN OUR

Will Produce Paying Crops

You Can Have Fresh Strawberries All Summer

Set Keith's Champion Everbearing strawberry plants, grown in New-Land soil, and you can pick fresh, ripe strawberries from these plants from July until cold weather. We have thousands of customers enjoying strawberries all summer and many of them selling berries at a large profit. Read our guarantee on the opposite page.



Picking Champion Everbearing Strawberries in August From Plants Set in Spring. (100 Days After Planting).

## Progressive

PROGRESSIVE (Per.) is one of the oldest everbearing varieties. It will blossom and produce berries for you all summer and fall. Its berries resemble the Senator Dunlap in size, shape and color and have an equally good flavor. It begins to bear as soon as the Champion and continues as long, but many find it not so productive; however, in some localities, growers have equally as good results with this variety. We guarantee our Progressive New Land plants to satisfy you in every way, and to blossom and produce fruit all summer if properly cared for. Price, \$10.00 per 1000.



Closer View of Champion Plants in Late July. Note Blossoms and Berries. The Champion Certainly Does Produce the Berries During the Summer and Fall.

# Strawberry Plants

## NEW-LAND SOIL

All Summer and Fall

### Keith's Money-Back Guarantee For You

We guarantee that our Everbearing strawberry plants grown in our New-Land soil will blossom and bear berries all summer and fall. If they fail to do so we will gladly refund the money you paid for the plants. We are sure they will fruit for you.

It will interest you to know that not one of our customers of last season has asked us for a refund on Everbearing Strawberry plants we sent them, but instead, many have written us and sent pictures of their profitable and satisfying results.



Over \$1,500 Per Acre in Berries Was Harvested From This Champion Field During the Three Months of August, September and October.

### Profits All Summer From the Champion Everbearer

The Champion Everbearing strawberry now fills a place never before filled by any strawberry. It will produce paying crops of berries from July until cold freezing weather, thus enabling anyone to have a good cash income all summer. We have customers in all sections who have wonderful success with the Champion.

If you have never grown the Champion you cannot realize what it can do for you. It can be grown wherever other strawberries are grown and a few plants will supply your table with berries all summer and fall. The plants you set this spring will begin to fruit in July and continue until winter.

There is no secret about growing Champion. Set the plants 16 inches apart in rows 24 to 36 inches wide (24 for garden, 36 for field culture), and see that they are cultivated and hoed enough to conserve moisture and keep weeds and grass down. The blossoms should be kept picked off the plants you set until July 1st, after which allow them to bloom and develop their berries.

Hamburg, Pa.

Oct. 24.

Sirs:—  
Champions are O. K. In spite of our dry season plants did wonderfully. Picked 5 to 8 quarts every day since July 1st. The berries are delicious—never tasted better berries. My customers wouldn't get over that I had strawberries all summer.

JAS. A. ROTHERWELL.



View of a Champion Field in September. Plants Loaded With Berries and Blossoms.

### Big Yields and Profits From Champion

The Champion produced more berries per acre in less time than any known variety. Broke the United States record in 1920 by bringing the grower \$2,059.20 from an acre in 129 days—outyielded all other everbearing varieties in 1923 by producing 6,336 quarts per acre in about 125 days—and here is what it is doing for others.

**THE PINE NEEDLES POULTRY FARM**, of Mobjack, Va., writes on Oct. 28th: "The 200 Champion purchased from you last spring have been more than satisfactory. Since the middle of July the 200 plants have furnished my family with almost a daily supply of berries. The vines are still loaded with blossoms and green berries, and unless the unusual happens, we will have berries until Dec. 1st to 10th."

**MR. SIMON LEQUIRE** of Deer River, Minn., writes on Nov. 8, 1923: "From our 100 Champion Everbearing plants we have already picked 74 quarts. We sold 32 quarts of these at 30 cents per quart, and canned the rest for winter."

**MR. GEORGE A. COUCH** of Cadiz, Ohio, on Nov. 2, 1923, states: "The 500 Champion plants I purchased last spring have been bearing since July 1st. Persons who have raised other varieties of everbearers say the Champion is away ahead."

**MR. A. J. WEBSTER** of Mobjack, Va., on Nov. 11, 1923, writes: "Strawberry (Champion) shortcake today with plenty of Guernsey cream. Say, do you know that berries seem better now than in the spring?"

**A. FERN PERSONS** of Olivet, Mich., on Nov. 1st, writes: "I think your Champion Everbearers are the most prolific and productive everbearing strawberries I've ever seen. From the 100 plants I've picked over five quarts of large, sweet berries each week since August 1st, and they are still blooming. All who see them admire them."

**MRS. M. McMULLEN** of Gallitzin, Pa., on Oct. 28th, writes: "The Champions I purchased of you last spring are wonders. They are prolific bearers of the largest, sweetest and most beautiful berries I've ever seen. My friends simply 'raved' over them."

**MR. J. McEWEN** of Springdale, Mont., on Oct. 26th, writes: "The Champions are the finest Everbearers I've ever seen. One of my neighbors said they were the finest strawberries in the state. Although we are having heavy frosts, we are still picking berries. Many of our friends cannot believe they are this year's plants."

# Keith's June or Spring Bearing Strawberries



Select your spring-bearing varieties from Keith's list of tested varieties. We guarantee them to satisfy. Biggest yields and profits are made from Keith's New-Land plants, grown in our ideal New-Land strawberry soil.

We do not offer any variety but what has been tried and proved to be a profitable one in every way. The different varieties are described as we find them through actual experience in growing and fruiting the plants. If you have questions regarding our varieties, write us. Always remember that we wish to help you in every possible way to grow the best, most and biggest berries from our fruit plants.

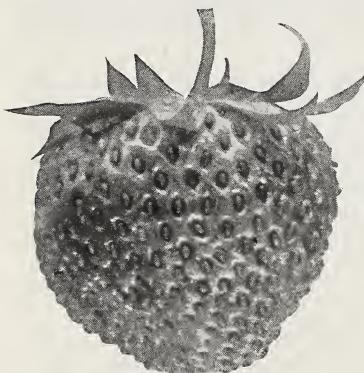
☞ (For prices in less than 1000 lots see page 23.) ☞

## Every Dollar Invested In Our New-Land Plants Can Bring You \$50 to \$100 In Berries

Our high grade New-Land plants are great money makers—the most profitable plants for you to set. This is due to their being grown on ideal plant soil, resulting in highest quality and productiveness, wherein they differ from other plants. They are capable of bringing you from 50 to 100 times their cost.

### Early Varieties

The First Berries in the Spring Always Bring the Best Prices.



Charles I Strawberry.

**CHARLES I** (Per.) (Extra early). Charles I. is one of the earliest ripening varieties. The first berries of the season are always in greatest demand and bring the highest prices. For this reason you should have Charles I to pick. The berries are attractive pinkish-red, uniform, medium to large, good flavor, medium firm, and one of the best sellers on early markets. The plants are hardy, long-rooted, and set a good crop of berries. Price, \$6.25 per 1000.

**PREMIER** (Per.) (Extra early). This variety is the most profitable of the extra early varieties. Next to the Famous Gibson, and Senator Dunlap, it is the best paying variety to grow. It grows and produces heavy crops of attractive berries in all localities and is now accepted as the best and most profitable of all early varieties of strawberries. The plants are hardy, make a good picking row and set an extra large crop of berries, which begin to ripen extra early and continue well through the berry season. The Premier will produce more good, uniform berries per acre than any known variety. (See page 12 for picture of berry). Price, \$6.00 per 1000.

**SENATOR DUNLAP** (Per.). See page 12 and inside front cover. Price, \$4.50 per 1000.

**COOPER** (Per.) A new variety, with the largest, sweetest and best selling berry ever offered. A good variety where fancy berries are desired for home use, roadside stands or private markets. Certainly the largest berry grown. Price, \$12.00 per 1000.

**DR. BURRILL** (Per.) This valuable new variety is a cross between the Senator Dunlap and the Crescent, and is called the "Million Dollar" strawberry. The berries are a beautiful dark red color, and of excellent flavor. The ends of the dark red berries are often tipped with pink, which makes them very attractive and, being a firm berry, it ships or hauls to market in fine condition. It is fine for canning or dessert. This new variety is sure to please you. It is one of the best all-around berries. A good plant maker, a big yielder of attractive berries, and does well on any soil. An excellent berry for home garden or for market. Price, \$4.75 per 1000.

Deer River, Wis.  
Dear Sirs:—  
I was never so pleased and delighted as with the good results with the plants you sent me last spring. We are Indians and not in the habit of growing our fruit, but out of the 300 plants you sent, we have raised 187 quarts.  
SIMON LASQUIRE.

Plan to Set a  
Strawberry Garden This Spring  
Use Keith's NEW-LAND  
Plants and You are Sure  
of Success

Bruceville, Ind.  
Dear Sirs:—  
Received the plants that you sent and we are greatly pleased.  
CHAS. JOHNSON.

# Keith's New-Land Plants a Good Investment

## Midseason or Medium Varieties

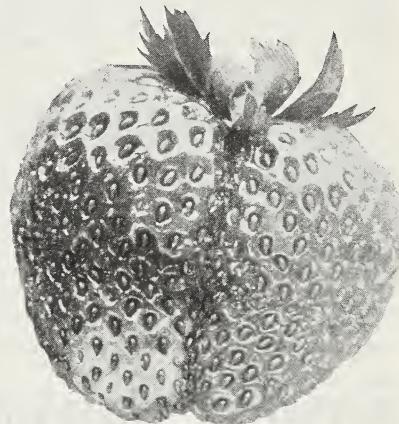
Varieties of strawberries are divided into seasons according to the time of ripening of the largest share of the crop. Those listed below begin to ripen their berries before the "Early Varieties" stop, and extend their season into that of the "Late Varieties." Some varieties, like the Famous Gibson, have a very long fruiting season, commencing before the "Early Varieties" stop fruiting and continue until the very end of the berry season.

(For prices in less than 1000 lots see page 23). ■■■

**BUBACH** (Imp.) Bubach is a very large, fancy berry, one that will make a large, attractive showing on your table or in the market. The plants grow to be strong and thrifty, having a steel blue cast to their dark green leaves. They have large, well-developed crowns and roots which stand the winters. Berries large to very large, irregular, some conic, firm, sound throughout, with a medium dark red color. They are certainly a profitable variety for your garden or field. Bubach was introduced in 1882 and is one of the most productive and reliable of the pistillate varieties. We recommend planting it with Gibson for fertilizing its blossoms. Price, \$5.50 per 1000.

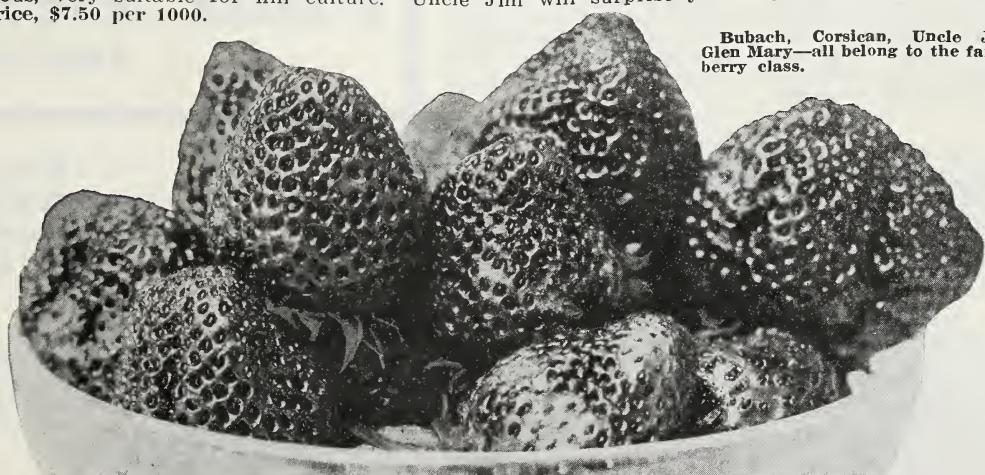
**CORSICAN** (Per.) This variety is a giant when it comes to size. The berries are well colored all over with a medium red color, always attractive to buyers, for they are so large and even in size. Plants are large, with an attractive green foliage, not subject to diseases. It is one of the best table varieties and when it comes to sell them at a fancy price, they cannot be outclassed. They are certainly big boys, belonging to the "heavy weights" along with the Uncle Jim, Bubach and Glen Mary. Price, \$7.00 per 1000.

**UNCLE JIM** (Per.) Uncle Jim is right there with the goods. He is a big, sweet, grand "Old Uncle," liked by every one who gives him a place in their gardens. He eventually wins highest regards at the table, too, for he has the finest qualities and "taste" of any variety of the "Strawberry Family." Berries extra large, regular, sweet, fine flavor and quality. One of the best eating varieties. Berries are so large that they "eat like an apple." There is a great deal said about the Bubach, but Uncle Jim has it outdone in size, quality, flavor, etc. Plants hardy, not numerous, very suitable for hill culture. Uncle Jim will surprise you if given the opportunity. Price, \$7.50 per 1000.



Bubach Strawberry.

Bubach, Corsican, Uncle Jim  
Glen Mary—all belong to the fancy  
berry class.



Uncle Jim. (From Actual Photograph). Best of All Berries for Eating.

## A Few of Keith's

New-Land Strawberry Plants Will Take Up  
Very Little Space in Your Garden and  
They Will Supply You With  
Berries the Year Around

Novi, Ohio.  
Dear Sirs:—  
Strawberry plants received. Thanks for quality of plants, courtesy and promptness in handling order.  
HON. W. M. BROWN. (Senator from 27th and 29th Districts).

Tolusa, Ill.  
Keith Bros.—  
We sure are and have been enjoying the strawberries we picked from the plants you sent. They are certainly fine and just what you represent them to be. If people would follow your methods of growing strawberries, they would be more than repaid for their trouble.  
MRS. KATE HILDA BRAND.



## Premier (Per.)

### The Best Extra Early Berry

Every one who has fruited the Premier will testify that it is the best early variety offered. Its berry is medium to large, pointed like a Dunlap, dark glossy red, evenly colored, good, sweet, luscious flavor, firm, and ripens the very earliest. It makes a very attractive berry for marketing or table use, and being extra early with all the best qualities of a later-ripening berry, it is also a very profitable variety. It is one of the best for canning, preserving, table use, etc.

Premier has a long fruiting season which is not generally true with early varieties. Its season of fruiting lasts until the Gibson is about through, so it overlaps well into the season of the latest-ripening varieties. It is just the berry to plant with our Gibson and Sample to have the longest possible fruiting season of strawberries. You could not want for a better early berry than the Premier. It is an extra early, fancy berry.

The plants are hardy, with strong crowns and large root systems. The blossoms are perfect and are not as easily injured by frost as other varieties. They do well in any strawberry soil, and never fail to produce a crop. Price, \$6.00 per 1000.

## Senator Dunlap (Per.)

### The Best Medium Early Berry.

This is the best known variety in the United States, because it bears well in all localities, producing large crops of good-sized marketable berries. It is grown by all berry growers as their reliable cropper. It is very hardy, a good plant producer, and does well anywhere strawberries are grown. The berries are firm and solid, uniform in shape, and for canning, preserving, shortcakes, etc., they can't be beat. They hold their color, shape and size well after canning or preserving. They are a rich dark red color, often tipped with pink, which makes them very attractive. Price, \$4.50 per 1000.



Premier.

## The Famous Gibson (Per.)

### No Bigger Better Berry Grown

#### The Best Midseason Variety.

You will be unable to find a more profitable or better berry than the famous Gibson. We have customers everywhere who report it as a wonder. Mr. Schall of New York harvested \$225 from 2000 plants. At Zanesville, Ohio, Mr. W. Leisure "never saw finer berries than the Famous Gibson." He sold \$200 of berries from 1000 plants. Mr. Elliott of Palestine, Ind., harvested 864 quarts (\$126.80) from 1000 plants. And Mr. E. Roy of California netted \$260 from a 40x40 ft. garden.

More than two-thirds of the strawberries shipped from our station are Famous Gibson. Over half of our growers' strawberry fields are planted to this paying variety. We include it here in our selected varieties for garden or field, for we are sure it will bring our customers the largest return in berries and money.

The Gibson berry is large, evenly colored with a glossy dark red, firm, with a rich strawberry flavor. Stands shipping or hauling well and reaches market in the best of condition. Even in size to the end of the season, and the Gibson has a longer fruiting season than any other variety. Planted with the Premier and Sample, you will have a strawberry combination that can't be beat. Price, \$5.00 per 1000.

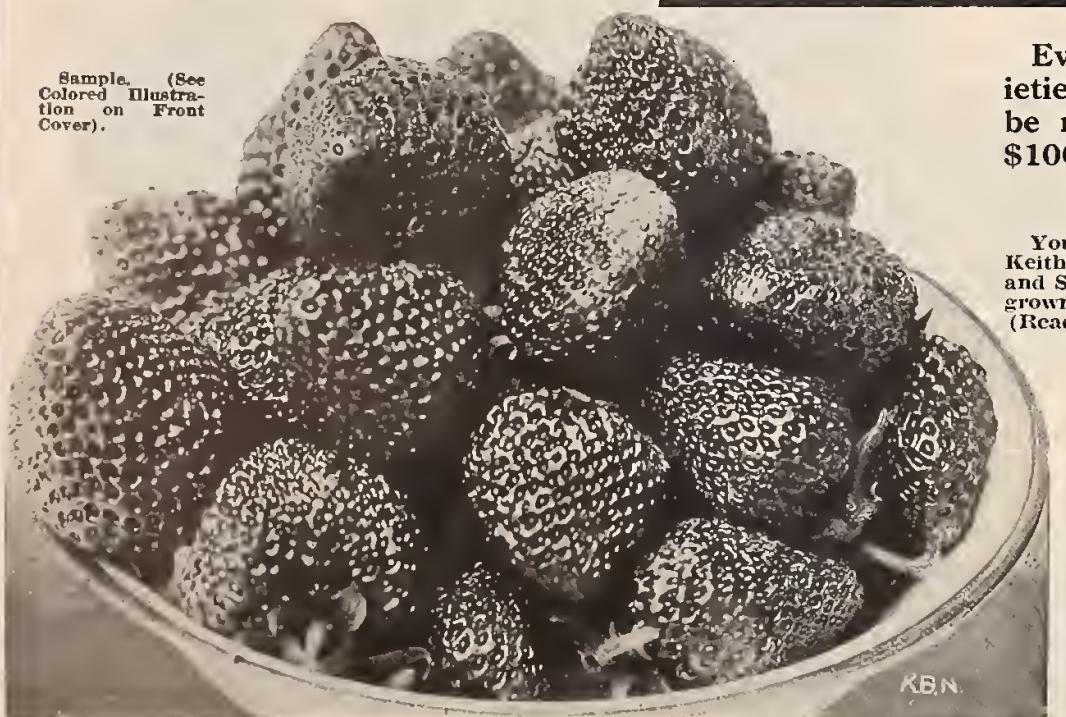
With the Premier as an Extra Early variety, the Senator Dunlap as a Medium Early, the Famous Gibson as a Midseason and the Sample, or Aroma as your late variety, you will have a combination that can't be beat. They will bring you berries over the longest possible season, they will bear you maximum crops of choice, marketable berries that will net you the largest possible cash returns per acre, and you will have the greatest satisfaction and joy in growing them.

We cannot lay too much emphasis upon the importance of setting varieties that are sure to bear profitable crops of berries, no matter in what locality they are to be planted. Each of the four varieties on these two pages is a winner in its own season. Growers in all parts of the country do not hesitate in the least to set them for they are sure of a crop of berries.

## Four Best Strawberries FOR YOUR GARDEN OR FIELD

Every dollar you invest in the varieties shown on these two pages can be made to bring you from \$50 to \$100 in return.

You can make more money from an acre of Keith's New-Land plats set to Premier, Gibson and Sample than from any 20 acres of farm crops grown. Let us help you to realize these returns. (Read pages 6 and 7).



K.B.N.

## Sample (Imp.) A Dependable Late Variety

(As substitutes use Aroma or Gandy)

Sample is one of the most dependable late varieties, therefore we list it here with the Senator Dunlap and Famous Gibson. The berries of this worthy late variety are large, regular, firm and well flavored, of a medium dark red and color all over at once. A berry of this character meets all demands.

Our Sample plants are always in good demand and we sometimes sell out on this variety before the end of the season. It would be well to include a second choice for the Sample. We recommend the Aroma or the Gandy, two very worthy late varieties. Price, \$5.75 per 1000. Smaller amounts see page 23.



Famous Gibson.  
(See Colored Illustration on Back Cover).

# There is Big Money in Growing Strawberries

## Make 50 to 100 Times Their Cost

There is more and quicker money to be made in growing strawberries when Keith's New-Land plants are set than from any other line of farming. What better investment can you make?



Strong, Heavy Plants like these, That are Full of Life and Vigor, are the Best to Set. Quality is What You Want in Your Plants. If You are After the Most There is to be Made in Growing Strawberries. Our Guarantee Goes With Every Plant.

Glen Mary Strawberry.



### Midseason Varieties (Cont'd)

**GLEN MARY** (Per.) A strong, vigorous, healthy variety well adapted for growing in the northern sections and we recommend it as such for it stands the cold winters. A good producer of large, dark berries with showy yellow seeds. This variety was introduced over twenty years ago and has remained on the market ever since. The Glen Mary is a real moneymaker in the late variety line and has no choice of soil. The berries are attractive, large, firm, flattened and ribbed, juicy and well flavored. A berry for fancy or home markets. Glen Mary has many friends and we trust that you will order early to be sure to obtain some of the plants. Price, \$6.50 per 1000.

**GIBSON** (Per.) Of all the varieties of strawberries that satisfy and meet growers' expectations, the Famous Gibson easily comes first in a class by itself. Its production of the largest crops of a large, uniform, well colored berry, its hardiness and adaptability to all soils, and its ability to fruit where other varieties fail, make it our leading variety. It's an undisputed fact that there are more Famous Gibson grown in Michigan than any other variety. Why? Because it makes growers more money.

We always sell more Gibson than any other variety and it is from this variety that our customers make their \$1000 or more per acre. We are certainly not wrong in attributing part of this success to our High-Grade, New-Land Gibson plants. (See picture above). We advise all our customers to include a goodly number of Famous Gibson in their orders. You will never regret having done so. For pictures and further description of this wonderful variety, see outside back cover, also page 13. Price, \$5.00 per 1000.

**WARFIELD** (Imp.) This variety has been planted by growers for many years, which shows that it is one of the "old reliables." For canning, preserving, etc., it equals the Senator Dunlap and it is also a good firm berry to ship or haul to market. It has a dark red color throughout the berry and a good strawberry flavor which accounts for its canning qualities. Its blossom is imperfect so it must be planted near perfect (Per.) varieties. It comes into bearing earlier than most of the midseason varieties and could be planted as an early variety. Some nurserymen place it in the "Early Variety" list. Price, \$5.00 per 1000.

### Our Four Best Strawberries for Your Garden

(See pages 12 and 13).

Elkhorn, Wis. Gentlemen:— Received your catalog for which accept my thanks. I got plants from you two years ago. They did fine. The Gibson and Dr. Burrill are great berries.	Premier	Extra Early
	Senator Dunlap	Medium Early
	Famous Gibson	Midseason
	Sample }	Late
	Aroma	

W. T. SHERMAN.

Easton, Pa.  
Dear Sirs:—  
Received the  
plants two days  
ago in fine con-  
dition. Am well  
pleased with  
them. They are  
the finest plants  
I ever bought.  
W. H. MITMER.

# Set Keith's New-Land Plants Grown in Virgin Soil

## **Big Crops - Big Profits**

**Keith's New-Land Plants Give the Largest Yields of Big Berries Because They Have Strength, Vigor and Health**



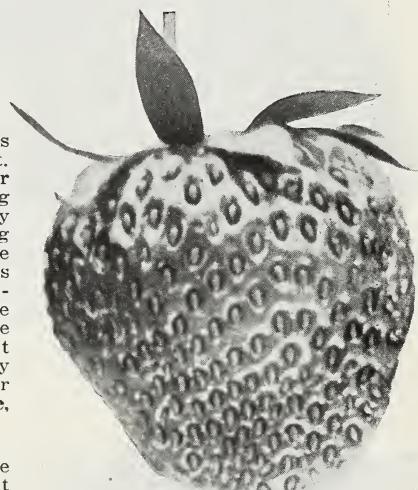
A Close View of a Row of Our New-Land Strawberry Plants Taken in Early Summer. Note the Thrifty, Vigorous Young Plants That Make the Row. Every One of These Plants Has Grown Since Spring Planting. These Rows are the Senator Dunlap Variety.

### **Late Varieties of Strawberries**

(Prices less than 1000, see page 23).

**AROMA** (Per.) One of our standard late varieties, is grown everywhere and is especially liked in the Middle West. We sell more Aroma (excepting the Sample) than any other late variety and for the past three years have sold out long before the close of the season. The Aroma is not a heavy plant maker but the plants are large and thrifty, producing a large number of good-sized berries. It makes an attractive picking row. It is a good yielder of large, rich, red berries which stand shipping and hauling long distances. It certainly is a good berry for late markets or for table use. We guarantee the Aroma to please you in every way. It is one of our best late varieties, and is liked by so many growers that we always sell out on all the plants we can grow. You may choose it instead of the Sample in the Home Garden or Field Collection on page 12. It is a very good variety. **Price, \$5.75 per 1000.**

**SAMPLE** (Imp.) We consider the Sample our best late variety. You will find it pictured in colors on the front cover, and on page 12 it is fully described. Note our "Premier, Senator Dunlap, Gibson and Sample" combination on pages 12 and 13. It's hard to beat when it comes to Large Yields and Big Profits, and they are the best four varieties for your home garden or field culture. If you would rather set the Aroma as your late variety, we have no objections. It has a perfect blossom while the Sample has an imperfect, which might be a point in its favor. **Price, \$5.75 per 1000.**



Aroma Strawberry.

Pemberville, O.  
Sirs:—  
We had good  
results with  
the plants you  
sent us last  
spring.  
A. L. LONG.

Read Our  
**MONEY-BACK GUARANTEE**  
Covering our Everbearing Varieties  
on Page 9

Redford, Mich.  
Dear Sirs:—  
From the 600  
plants that you  
sent me I got  
about 575  
quarts of fine  
berries.  
F. R. MIENK.

# Strawberries Bring You Quick Money

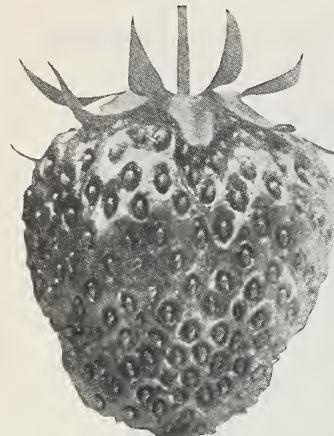
## Late Varieties (Cont'd)

**GANDY** (Per.) This is a good, reliable, late fruiting variety. Its berries are very large, well colored, uniform in shape, firm and a good shipper. The plants are healthy, hardy, and do well both in the North and in the South. They are large and require a good loam soil for the best fruit production. It always sells well on the market because of its size and its color and high quality. It is a variety that you should have. If you have never fruited the Gandy it would be worth your time to give it a trial. Price, \$6.00 per 1000.

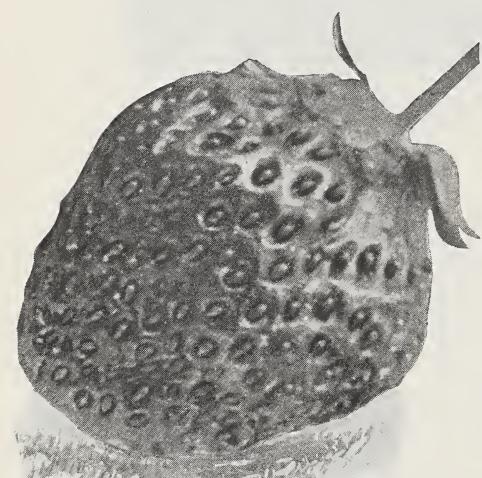
**BUSHEL BASKET** (Per.) One of the largest late strawberries grown. It is a new variety, deriving its name from its immensely large plants which spread in width and grow in height to almost equal a bushel basket. One plant will crown, divide and send out leaves to the size just mentioned.

The large berries are borne on strong, sturdy, upright stems which make a wonderful sight at fruiting time. A fine variety for hill or garden culture.

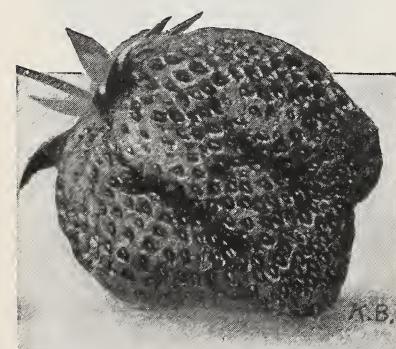
The berries are extra large, firm, necked, and of good quality. They, like Uncle Jim, are a dandy berry for eating and should be planted if you wish late berries of this flavor. They, like the Glen Mary, Corsican, Uncle Jim and Bubach, mentioned on page 11, belong to the "heavy weight" class. If you have never fruited this variety you should secure a few of our New-Land plants and give it a trial. You will not regret it. Price, \$7.00 per 1000.



Gandy Strawberry.



Bushel Basket Strawberry.



Corsican Strawberry (3/4 Actual Size).  
(See Page 11).

## \$1,167.63 Per Acre FROM KEITH'S NEW-LAND STRAWBERRY PLANTS

### An Estimate of the Cost and Profits From an Acre of Strawberries.

Our friends often ask us what it would cost to set out and care for an acre of strawberries. Below we have prepared an estimate for average conditions. The total cost may vary in different localities. We have been very conservative in estimating yields and the value of the same, for we have many customers who average larger yields and get more for their berries. For an acre we recommend the following:

Plants, 1500 Premier (Extra Early) .....	\$ 9.00
1500 Senator Dunlap (Medium Early) .....	6.75
3000 Famous Gibson (Midseason) .....	15.00
2000 Sample or Aroma (Late) .....	8.62
<hr/>	
	\$39.37

Preparing soil, fertilizer, planting, etc. ....	\$ 40.00
Cultivating, hoeing, etc. ....	30.00
Mulching with straw .....	18.00
Miscellaneous labor .....	5.00
<hr/>	
	\$93.00

Cost up to harvesting .....	\$132.37
Harvesting 8000 quarts (average yield only) .....	300.00
<hr/>	
Total cost .....	\$432.37
Possible sales (8000 quarts) .....	\$1600.00
Possible returns per acre .....	\$1167.63

The cost and profits given here are only an average. Many of our customers harvest more quarts per acre and sell them at a greater price. The cost up to harvesting will not vary much with you, and it is possible for you to produce greater yields and sell at a larger price, thus increasing your profits. If you set Keith's New-Land plants and follow our methods of culture (see page 7), you will be greatly surprised by the profits you can make from an acre of strawberries. For best success we ask you to consider the varieties listed here, namely, Premier, Senator Dunlap, Gibson and Sample or Aroma. This combination cannot be beaten in yields and

# A Home Strawberry Bed Supplies Your Family's Wants

## What is Home Without a Strawberry Garden



As You Plant Now, So Shall You Harvest Later



### Bumper Crops of Big Berries

Grow them right in your own garden and have fresh, juicy, sweet, red strawberries just when you want them, for breakfast, dinner or supper. It is a great saving. It costs you too much to buy all the strawberries you would like for table use, canning, preserving, jellies, etc. You can grow them so much cheaper and have much better berries than you can buy. A juicy-ripe, freshly-picked strawberry is a hundred per cent better for eating than one which has been picked partly green and caused to ripen on the way to market. There's no comparison.

And the pleasure there is in having a strawberry garden, where you can pick the delicious, fresh berries. Whether in the city or on a farm, the strawberry garden will supply you with berries and fill a place in your life which you have never before experienced.

And the profits there are to be made from the sale of berries from a strawberry garden. Our customers in suburbs and in parts of the country not devoted especially to fruit growing make big money from the sale of berries from their strawberry gardens. They get from 35 cents to 50 cents per quart and make many times over the money they invest.

Find sufficient room in your garden or back lot to grow enough strawberries to supply your table with fresh, luscious strawberries, the juicy sweet kind. It is extravagant to buy your strawberries, why not grow them? Set our vigorous, heavy-yielding plants and you can harvest one quart of berries for every plant you set.

### Like Mother Used To Make

Juicy Strawberries in Jelly or Tart,  
Preserves or Jams all get their start  
In the thrifty plants the KEITH BROS. grow,  
The kind that profit and reward you so.  
There's nothing like that Strawberry Cake,  
The kind your Mother used to bake  
From the luscious berries rich and red,  
Freshly picked from her strawberry bed.  
The like of this can be had these days,  
By following KEITH'S SUCCESSFUL WAYS,  
And setting their plants, on NEW-LAND grown,  
In a Strawberry Garden all your own.

### Strawberry Preserves

Wash solid, well-ripened berries thoroughly. Hull, place in kettle or sauce-pan and cover with equal amount of sugar. Let heat slowly, stirring gently occasionally to help melt sugar. When sugar is all melted, bring to the boiling point and cook until juice is thick and rich. Occasionally skim off froth which comes to top. Just a minute or two before removing from fire, add a teaspoonful of cornstarch dissolved in a little cold water. This clears and makes juice a lovely rich consistency. Remove from fire, and pour in hot, sterilized glasses. Cover with paraffine when cold.



Strawberry Short Cake. (An Appetizing Dessert).



Strawberry Preserves.  
(No Better Spread).

### Strawberry Shortcake

Wash thoroughly and hull two quarts of well-ripened berries. Place in sauce-pan and add as much sugar as your taste requires. Then mash berries with sugar until a rich juice is formed. Allow to stand while preparing the shortcake. A few of the berries may be reserved whole for garnishing.

Sift together two cups of flour, three teaspoonsfuls of baking powder and one-half teaspoonful of salt. Add two tablespoonfuls of butter and mix thoroughly with fork, then add two-thirds cup of sweet milk. Pat into a well-greased and floured pan and bake ten to twelve minutes in a quick oven. When done, remove and cut in squares, butter squares and cover with crushed fruit. This may be served with or without cream.

# Keith's Black Raspberry Plants

## Freshly Dug This Spring

They Will Bring You Fresh Fruit for Your Table One Year After Planting. Ours Are Freshly Dug and Packed to Reach You in Good Growing Condition.

The Black Raspberry is the king of the Raspberries. Growers always make good returns in growing them. Seldom is there a failure in the crop, especially the Cumberland variety. The plant blossoms after danger of frosts—they have extensive root systems which make them drought resisting—and the canes stand the cold winters of the North. They come into bearing when other fresh fruit is not available, thus finding ready sales. The Black Raspberry will produce profitable crops on any soil that will grow farm crops. The plants are set 4 feet apart in rows 7 feet apart and do not spread like the red Raspberry, but will remain in hills their lifetime. They will begin to bear the second summer after planting and produce profitable crops for at least four or five years. Our "Keith's Ways to Successful Berry Culture," described on page 7, will give you a very practical and complete method of how to grow the Black Raspberry most profitably. You should have Black Raspberries to supply the customers you had during strawberry season. If you are not a grower and have a small garden space you can grow your Black Raspberries and have them fresh all during the season. Twenty-five to fifty bushes will supply a small family with all the fresh fruit they desire, but should you want berries for canning, this number would hardy do. There is no reason why this fruit should not be plentiful on every farm. All our Black Raspberry plants have passed a double inspection by State Inspector and found free from the deadly diseases that are wiping the industry out in some localities. For your own protection you should not set Black Raspberry plants unless they have passed double inspection. We guarantee our Raspberry plants to be free from these deadly diseases and a certificate of inspection will be sent with each shipment.

Cumberland  
Black Raspberries.



**CUMBERLAND.** (Color picture on inside back cover). There is no variety of Black Raspberry as extensively grown as the Cumberland. In this locality where there are more Black Raspberries grown than in any other locality in the United States, the Cumberland is fruited most extensively. It is the most productive, most reliable fruiter, and most profitable variety. If it were not, growers would not plant it so extensively. Our customers also speak most highly of the Cumberland and we ship ten times as many Cumberland as we do any other variety. It is the most reliable variety for you to plant. There is no better variety for your garden or field culture. The canes are hardy, strong and vigorous growers. The blossoms are very hardy and perfectly self-fertilizing, which often accounts for a large crop when other varieties fail. The berries are large, firm, and not "seedy," ripening evenly all over. They are a plush black, making them very attractive. We guarantee our Cumberland plants to be first class and true-to-name. They are not storage plants, but freshly dug this spring. Price, \$12.50 per 1000.

**PLUM FARMER.** A new variety with a promising future. Originated in Ohio. Extra early and sells well on the market. The heavy crop ripens within a week. The berries are large, shiny black, well flavored, and good shippers. Plant Plum Farmer for your Early Black Raspberry. Price, \$12.00 per 1000.

## Hubam Clover Annual White Sweet Clover

### THE GREATEST CLOVER EVER INTRODUCED

We have grown this clover for years, and find it all that it is claimed to be. We seeded 5 acres of oats to Hubam last spring, and at the time of cutting it was one-half to three-fourths as high as the oats. Soon after cutting the oats the whole field took on a fine growth, and afforded the best pasture until Thanksgiving.

If you are a fruit grower, gardener, bee-man, general farmer of any kind, this new plant is of greatest value to you. For rapid growth, soil improvement, forage, pasturage, honey and seed purposes, it is unequalled by any other farm crop plant yet discovered.

- (1) Makes a dense heavy growth of fine-stemmed hay 4 to 7 feet in 100 days.
- (2) When plowed under adds tons of humus and nitrogen to equal 15 loads of barnyard manure per acre.
- (3) Good substitute for barnyard manure. Most valuable for building up soil for big crops of fruits.
- (4) Drought resisting; grows thriflty during August.
- (5) A good fresh, green pasture in July and August, when other pastures are dried up. Relished by all stock. Fine for milch cows.

(6) Sown in oats, makes a good growth of hay (2 tons per acre) after grain is cut. Grow valuable hay instead of weeds after small grains are harvested.

(7) A valuable pasture for bees. Supplies an abundance of honey from July 15th until late fall. Just alive with bees during August and September.

(8) A valuable cover crop. Can be sown after plowing under old berry field and will make an immense growth for plowing under before fall. For pasture and green manure crops sow 5 to 7 lbs. per acre.

We secured our seed direct from the Michigan Crop Improvement Association, and guaranteed it to be genuine northern grown Hubam. As a caution against securing adulterated seed we advise our customers to buy nothing but certified seed. Our Hubam is guaranteed to be true to name, free from adulteration, and of high quality.

Price, 25c per oz.; 75c per lb.; 10 lbs. or more, 45c per lb.

# Plant Reds and Purples for Real Delicious Flavor

## Red Raspberries

The Red Raspberry is a profitable fruit to grow. The berries ripen next after strawberries and fill a gap between that fruiting and Black Raspberry. It continues to ripen its fruit almost to the end of the Black Raspberry season. It grows and produces well on any farming soil and does better on clay soils than any of the small fruits. The plants are set three feet apart in rows spaced six feet apart. In a year or so the plants will spread so as to make a continuous hedge row, in which form they are cultivated and grown. We supply every customer with a copy of our booklet which gives all the necessary information on growing Red Raspberries.

Our Red Raspberries have been inspected twice by the state inspector and passed upon by him each time, so we supply you with the most healthy plants. We are offering only one variety (Early King), as other varieties listed in past years have been found more susceptible to diseases than Early King and less productive and profitable.

**EARLY KING.** This has now become the leading variety of Red Raspberries. More than four-fifths of the Red Raspberries grown in this great small fruit country (Berrien Co.) are Early King. In this immediate section, where more than three-fourths of the county's raspberries are grown, nearly every field is planted entirely to Early King. Growers find it most hardy, least susceptible to diseases. The State Inspector told us that he found very few Early King fields infected with Blue Stem, Mosaic, etc., the diseases that are wiping out the Raspberry industry in many sections. The Early King is almost a disease-free variety. It ripens early and continues to the end of the raspberry season, has the longest bearing season of any variety. The berries do not fall when not picked regularly or after rains. Growers find this, along with its long fruiting season the most valuable characteristics possible in Red Raspberries. The canes are strong, upright in growth and do not winter-kill. They develop their berries well on the outside of the bushes, making them easy to pick.

The Early King has a medium to large berry, ripens early, very firm, does not crumble or break apart and is not seedy. It has a good flavor, velvet red color and does not become soft as soon after being picked as most varieties. None better for home or market use. We highly recommend the Early King and are sure that it will satisfy you in every way. Price, \$12.00 per 100.



Early King  
Red Raspberries.

## Everbearing Red Raspberry

**ST. REGIS (Everbearing Red Raspberry).** The leading and best known everbearing red raspberry. Produces its highly flavored, attractive, crimson red berries from early Summer until late Fall. Berries ripen the earliest of any of the red raspberries, even earlier than the Early King. Its first crop is produced and ripened similar to any red raspberry, but its Summer and Fall crops are borne on the tips of the young canes or shoots that come up from the crown of the mother plant. And these same shoots branch out and produce the first crop the following early Summer. The canes are entirely hardy and a little smaller in growth than the Early King. The berries are sweet and juicy for red raspberries and of good rich flavor. Medium size, firm, crimson red, attractive. We have the genuine St. Regis plants and guarantee every plant to be so. You should order your plants early so that your order will reach us before we are sold out. Although we have more St. Regis plants this season than ever before, we expect to sell out early. Price, \$1.25 per doz.; \$1.75 per 25; \$4.60 per 100; \$27.50 per 1000.

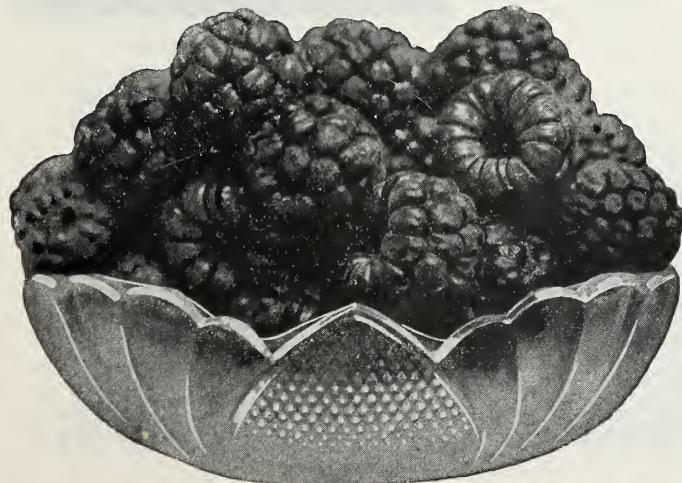
## Purple Raspberries

The Purple Raspberry is a cross between the Red and the Black Raspberry. We offer the leading variety in this class, namely, the Columbian. It has inherited characteristics from both the Red and the Black Raspberry. The plant makes its bush growth and bears its fruit just like the Black Raspberry, but takes on some of the Red Raspberry characteristics in its berry. The plants are set out just like the Black Raspberries and require the same soil and care. The Purple Raspberries are so early grown and the berries are so fine for canning jams, jellies, etc. that

they are in great demand by those acquainted with their pleasing qualities. Really, the berries are a good substitute for either the Black or Red Raspberry, and are greatly liked by many people who do not particularly care for the Red or Black Raspberry. Below we describe the leading variety, the Columbian.

**COLUMBIAN (Purple Raspberry).** The leading variety in Purples. Canes are strong, sturdy and hardy and bear as large crops as any Blackberry. The berries are larger than any Red Raspberry and average in size with the Blacks, and when the plants are given good care are very large. They are a velvety purple or dark carmine red, firm, somewhat conical, not seedy (seeds small), with a flavor that resembles both the Red and Black Raspberry, making it fine for table use, pies, jellies, jams, canning, etc. It is a delicious table berry.

After you use the Columbian once you will not be without it. We guarantee our Columbian plants to be genuine and just what will satisfy you. They, like our Red and Black Raspberry plants, have been thoroughly inspected by the State Inspector twice this past growing season and a State Certificate of Inspection accompanies shipment. The Columbian will please you for table or market purposes. Price, \$1.50 per 12; \$2.20 per 25; \$5.85 per 100; \$35.00 per 1000.



Columbian Purple Raspberries.

# For a Rich, Sweet Flavor Try Dewberries



Lucretia Dewberries.

## Dewberries

### Bigger, Better, Sweeter than the Blackberry

Dewberries are being more extensively planted for commercial purposes every year. They are replacing the Blackberry in many sections. This is because they are not subject to diseases, produce larger and sweeter berries of better quality, ripen earlier than any blackberry and are more profitable. The berries are often twice the size of Blackberries, consequently demand much higher prices. Plant 4 feet apart in rows 7 feet apart. Vines are allowed to run on the ground the first year. Second spring they are tied on a wire supported by 3-foot posts set in the berry row. After fruiting, cut vines off close to the ground, remove and burn. In the northern states the vines should be covered for winter protection.

**LUCRETIA.** The largest and hardiest variety. The berries are very sweet, highly flavored, very meaty (not seedy), juicy, and will demand the best of prices. It is a Giant Blackberry, sweet, rich and attractive. This is the best variety of Dewberry, the most hardy and productive. It can't be out-classed for home use or market. Plant them instead of Blackberries if you haven't room for both. Price, \$24.00 per 1000.

## Blackberries

(Prices less than 1000 lots, see page 23).

Blackberries are among the best known and most valued of our berries. No fruit of any kind is more wholesome. A liberal use of berries and other good fruit will save doctors' bills. Blackberries should be planted in rows six or seven feet apart, three to four feet in the row. Keep the ground light, rich and clean and pinch the canes back when they have reached four feet in height.

**ELDORADO.** This is the most grown Blackberry in the fruit world. It is hardy in the North, a good producer of large long berries, grows a good fruiting row and is practically free from diseases. The canes do not have to be protected during the winter. They grow thrifty and strong, capable of supporting the heavy crops they bear. The berries are as large as your thumb, firm, a good, rich, juicy flavor, and have a shiny black color. The Eldorado is the best all-round Blackberry on the market today. Price, \$35.00 per 1000.



Eldorado Blackberries.

## Asparagus

Plant an Asparagus Bed This Spring.

Asparagus is very easily grown anywhere, in the corner of the back-yard, along the back fence, at the end of the garden, in fact it can be grown in any out-of-the-way place where the ground has good drainage, isn't low and wet. It should have cultivation the first year or so, after that a straw mulch is all that is necessary. Every home should grow its own Asparagus for it is so easily grown. One planting will last for many years. Set the plants in a trench 6 inches deep, the trenches  $4\frac{1}{2}$  feet apart. Cover the plants about 3 inches deep, filling the remainder of the trench after the plants come up. Use plenty of well-rotted barnyard manure in the soil, plowing it under 8 inches deep. We list but one variety which is the best. Fifty plants will grow enough Asparagus for any home, and they will cost you only seventy-two cents.



Palmetto Asparagus.

**PALMETTO.** A rapid grower; early, tender stock, large and well flavored. Price, 30c per 12; 50c per 25: \$1.45 per 100; \$8.50 per 1000.

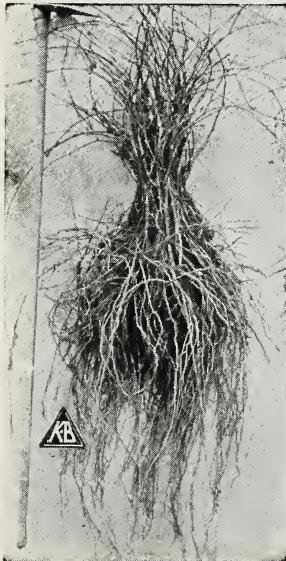
# For Rapid Growths Set Keith's New-Land Grape Plants

# Keith's NEW-LAND Grape Plants

for

## Greatest Profits at Smallest Expense

Grapes cost the least to grow and require the least amount of labor of any of the fruits, while the cash return per acre is the greatest for necessary work involved.



Showing Keith's New-Land Grape Plants. Long as a Hoe Handle.

When you set a vineyard you invest in something that is permanent. Your income from it will last as long as you live. The possible returns from each investment will be \$300.00 to \$500.00 per acre (only 400 plants). There is no other fruit that brings in as much clear cash with so little care as does the Concord Grape. Cultivation, etc., is all done by horse or motor power and very little hand work is necessary outside of harvesting.

Grape culture is attracting much attention throughout the United States. This is due to the profits in this branch of horticulture. Growers of small fruits should have at least an acre of Concord Grapes to carry on the trade worked up by their small fruits.

Everyone owning a small garden should devote a small space to this delicious fruit. Grapes may be planted along the garden fence, near some building, on a trellis or elsewhere and enough fine grapes can be grown to supply the family.

The Grape plants we are offering you are a bargain. Their large thrifty size can not be duplicated. They are larger than the average No. 1 two-year-old stock. They are grown on Lake Shore New Land which certainly grows the largest, thriftiest plants we have ever handled. Note their size as shown in the picture at left. By planting them you will be as far ahead as though you set two-year plants, and our plants cost you much less. They will fruit for you the second year.

### Why Keith's New-Land Grape Plants' Excel

The Grape plants offered by the Keith Brothers are grown on a soil especially adapted to the growing of extra large and vigorous Grape plants. It is an ever-moist (but not wet), cool, rich, sandy loam containing large amounts of leaf mold, decaying stems and twigs. It is a New-Land soil. It is similar to soil found in Huckleberry Marshes. We find this soil the very best for growing our Grape plants. It produces in one year large, strong, healthy plants, equal in size to many of the two-year-old plants you can purchase, and they will produce fruit (grapes) for you just as soon.

**CONCORD** (Black). Best and most popular Grape for commercial vineyards or home use. Perfectly hardy everywhere, vigorous, strong grower, most productive and does well on any soil. Bunches compact, large, well shouldered. Berries large, juicy, thin skinned, sweet. None better for making grape juice, jelly, pies, etc. Our Concord plants are offered in three grades: 2-year No. 1, 1-year extra fancy, and 1-year No. 1. Our 2-year plants are grown from extra fancy 1-year stock which makes them the best. Most 2-year stock that is being offered is grown from 1-year No. 2 stock that was too inferior to sell. You will find our 2-year stock the most profitable for you to buy. Write us for our leaflet on the growing of grapes. Its free.

Our extra fancy 1-year plants are equal to the average 2-year No. 1 grade generally offered. They are surprisingly large. Price, see page 23.

**NIAGARA** (White). The best known and leading white Grape. Bunches very compact. Berries highly flavored, juicy, very edible, not subject to cracking. Price, see page 23.

**MOORE'S EARLY** (Black). Early. Might be called the early Concord, which it resembles in so many ways, consequently its popularity over other varieties. Begins to ripen two to three weeks ahead of the Concord. Bunches medium to large. Price, see page 23.



View of Keith's Grape Plants. Note How They Grow in Our New-Land Soil.

# Ornamental Shrubs and Flowers

Your Home! Do you think much of it? Would you like to have it appear attractive to every passerby, and the most beautiful place in your locality? Do you realize the increased value a few dollars' worth of shrubs would add to your home and farm? The Illinois Agricultural College states that \$10.00 will buy enough shrubs to increase the value of your home most wonderfully. Your home is where you live the year around. Why not have it attractive and beautiful? It can be made the most attractive home in your community. Doesn't matter about size. A small home can be made as attractive and beautiful as a large one. Our Landscape Gardening Department is ready at all times to suggest and aid our customers in making their homes attractive.

## Climbing Roses

Grown by Keith Bros.  
Equal to any you can buy.

**DOROTHY PERKINS, PINK.** A brilliant pink rambler Rose. Grows 10 to 15 feet in a season. Does not winter-kill. Flowers very double, shell pink in large clusters of thirty or forty covering the bush for a long time in spring. Rapid grower. Resembles Excelsa very much. (See cut). 1-yr. plants, 30c; 2-yr., 50c.

**DOROTHY PERKINS, WHITE.** A pure white climbing Rose, very rapid grower; foliage dark green and showy. Flowers clear white borne in great clusters. Absolutely hardy under all conditions. There is no better showy climbing Rose. 1-yr. plants, 30c; 2-yr. 50c.

## A New Rambler Rose

**EXCELSA** (Red Dorothy Perkins). Equal to the Crimson Rambler, but free from disease and will not winter-kill. Its foliage is a glossy dark green, and remains so all summer. A remarkably fast grower, covering a porch in a very short time. Flowers in large clusters (see cut) of crimson, tipped with pink. Very double, 30 to 40 on one stem. Hardy everywhere. The greatest Rambler Rose. 1-yr. plants, 30c; 2-yr., 50c.

## Ornamental Shrubs

We Grow All Our Own Shrubs, and Can List Them Much Cheaper Than Others Who Have to Buy and Then Sell to You.

### 2-Year-Old Plants

**WEIGELA ROSEA.** Masses of rose-pink flowers along the canes or branches in spring. Certainly a beautiful shrub to plant anywhere on your lawn. As showy when in blossom as the Bridal Wreath Spirea. Grows 4 to 5 feet high. 50c each.

**JAPANESE BARBERRY.** Hedge plant grows 18 to 24 inches high. Leaves turn bright red in fall. Extra large bunches. 3-year-old plants only. 75c each.

**BLOOD-RED DOGWOOD.** Spreading growth, 4 feet high, blood-red branches very showy and attractive in winter. Foliage bright green; grows well in shade. Flowers white. 35c each.

**SPIREA VAN HOUTTEI.** Masses of white flowers all over the drooping branches. Often called Bridal Wreath. Will make bush 5 to 6 feet high. You should have this bush. Solid mass of white when in bloom. 50c each.

**SPIREA BILLIARDII.** Has long, plume-like rose-pink flower clusters at tip of shoots. Blooms nearly all summer. Used for cut flowers or decorating. Grows 3 to 4 feet high; makes a fine hedge. Thrives well everywhere. You should have this along with your other Spirea. Bushes that will bloom this summer, only 40c each.

**AFRICAN TAMARIX.** Its foliage is unlike any other shrub grown. Looks like an Evergreen, being fine, feathery, steel-blue green. Flowers pink and very sweet smelling, attracting bees like honey. Used as a hedge or screen to keep unsightly objects from view. Grows 6 to 8 feet high. A very pretty shrub. 30c each.

**ODESSA TAMARIX.** A beautiful shrub growing 4 to 6 feet high. Foliage a dark green, resembling an Evergreen. Blooms in July and August, having just a mass of lavender-pink, feathery flowers all over the bush, resembling pink plums. Used as a hedge, screen, or planted along with other shrubs. You will never regret having bought Tamarix. 30c each.

### Vines

**HALL'S JAPAN HONEYSUCKLE.** Waxy, dark green leaves hanging on all winter. Flowers white, turning to light cream, very fragrant. 1-year plants, 40c; 2-year, 60c.



Pink Dorothy  
Perkins Roses.

**PURPLE WISTARIA.** A good vine for porches, verandas, trellises, etc. Grows rapidly, covering whole side of porch in short time. The long hanging clusters of lavender-colored flowers hang from vines like bunches of grapes. 1-year vines, 40c. A bargain for you.

### Shrubs and Vines at Half Price

The following shrubs and vines are one-year-old plants, and can be sent by parcel post. They are first-class plants, guaranteed to satisfy. They are exactly the same kinds as listed above, but are one-year-old plants, and will make a fine showing the first year. We pay postage where six or more plants are ordered from the list below.

**ALTHEA.** (Purple). Known as Rose of Sharon. Double purple flowers in August. Upright growth, up to 5 feet. Fine for hedges. 25c each.

**DEUTZIA CRENATA.** A beautiful double white-flowered shrub flushed with pink. The dainty bell-shaped flowers appear thickly along the branches in June. A beautiful shrub much used. Grows 5 feet high. 15c each.

**DEUTZIA, PRIDE OF ROCHESTER.** Much like the above, but flowers pure white. Frequently used for cut flowers. Bush neat and shapely, 5 to 6 feet tall. Fine bush for any planting. A bargain for you. 15c each.

**GOLDEN BELL.** Earliest shrub to bloom in spring. Masses of golden yellow flowers come out before the leaves. A very showy spring shrub; grows 4 to 5 feet high. 25c each.

**SPIREA OULIFOLIA.** Grows 5 to 7 feet high; bushy, healthy green foliage; flowers white, followed by brownish-red berries. 20c each.

(Following Shrubs Described Under 2-year Plants).

	Each
Spiraea Van Houttei. Fine plants .....	.40-.25
Spiraea Billiardii. Large, well rooted .....	.15
Red Dogwood .....	.15
African Tamarix .....	.15
Odessa Tamarix .....	.15
American Ivy (layer plants) .....	.25
Hall's Japanese Honeysuckle (layer plants) .....	.30
Wiegela Rosea .....	.30
Bush Honeysuckle .....	.20



# Shipping Plants by Parcel Post



Your order for plants may be shipped by Parcel Post and come as your other mail. The Parcel Post weight limit for the first three zones is 70 pounds, and packages weighing up to 50 pounds may be sent into all zones. Your Postmaster or Mail Carrier can tell you what zone you are in from Sawyer, Mich., and by referring to the table below you can readily determine the amount to be added to your order to have it sent by Parcel Post. The charges in the following table are as near as we can figure them. We do not believe in charging a flat rate, for it would not be right to charge a customer living close to our nursery an amount sufficient to balance the charges on another's shipment a thousand miles away.

Add to Your Order of	Zone 1-2	Zone 3rd	Zone 4th	Zone 5th	Zone 6th	Zone 7th	Zone 8th
Strawberries, for each 100 plants or less .....	\$0.07	\$0.13	\$0.20	\$0.27	\$0.34	\$0.41	\$0.50
For each additional 100 plants .....	.04	.08	.16	.24	.32	.41	.50
Red Raspberries, 100 plants or less .....	.10	.15	.24	.33	.40	.50	.60
For each additional 100 plants .....	.05	.10	.20	.30	.40	.50	.60
Black Raspberries, Blackberries, Currants,							
Grapes, 100 plants or less .....	.15	.25	.40	.60	.80	1.00	1.20
For each additional 100 plants .....	.10	.20	.40	.60	.80	1.00	1.20
Shrubs, for each 10 plants .....	.15	.25	.40	.60	.80	1.00	1.20

The following states are wholly within the indicated zones from Sawyer: Connecticut, 5; Louisiana, 5; New Hampshire, 5; Tennessee, 4; Canada, 8; District of Columbia, 4; Massachusetts, 5; Rhode Island, 5; Vermont, 5.

## Strawberry Plants at Cut Prices

Our Standard Varieties at "Cut Price" Rates. Every year we find that, through some mistake in the field or packing house, the labels occasionally become lost off crates of strawberry plants and consequently these plants, although fresh, strong and thrifty, have to be thrown on the junk heap unless identified. Rather than throw big healthy plants like these away this year, as valuable and scarce as plants are, we are offering them at "cut price" rates to our customers.

Again, some days there is a surplus dug of some varieties, and rather than hold them over for a time in the packing house, we are offering them also at "cut price" rates.

These plants, mentioned above, are from varieties listed in this catalog and are first-class in every way. If you are not particular as to the varieties you plant, simply wanting good standard sorts which will bear you good crops, these plants are just what you want. We cannot promise to send any one variety but will label when we can. We offer these good, strong plants as follows. 25c per 25; 65c per 100; \$1.10 per 200; \$1.50 per 300; \$1.80 per 400; \$4.00 per 1000.

In Ordering From the Above Offer, Please Use the Term, "Cut Price Plants."

# PRICE LIST FOR SPRING 1924

On orders of \$5.00 OR MORE Received Before March 15, We Allow A DISCOUNT OF 5 PER CENT

500 or more of one variety at 1,000 rates.

STRAWBERRIES										BLACK RASPBERRIES											
Per—	25	100	200	300	400	1000	Per—	25	100	200	300	400	1000								
Aroma .....	\$0.40	\$0.95	\$1.50	\$2.10	\$2.50	\$5.75	Cumberland ....	.80	2.10	3.35	4.50	5.50	12.50								
Bubach .....	.35	.90	1.45	2.00	2.40	5.50	Plum Farmer ...	.75	2.00	3.20	4.30	5.30	12.00								
Bushel Basket ...	.45	1.15	1.85	2.50	3.10	7.00	Early King ...	12	25	100	200	300	400	1000							
Charles I. ....	.40	1.00	1.65	2.25	2.75	6.25	St. Regis	\$1.00	\$3.00	\$4.80	\$6.50	\$7.90	\$18.00								
Cooper .....	.75	2.00	3.20	4.30	5.30	12.00	Everbearing	1.25	1.75	4.60	7.35	9.90	12.10	27.50							
Corsican .....	.45	1.15	1.85	2.50	3.10	7.00	PURPLE RASPBERRIES	12	25	100	200	300	400	1000							
Dr. Burrill .....	.30	.80	1.25	1.70	2.10	4.75	Columbian	\$1.50	\$2.20	\$5.85	\$9.35	\$12.60	\$15.40	\$35.00							
Gandy .....	.40	1.00	1.60	2.15	2.65	6.00	BLACKBERRIES	12	25	100	200	300	400	1000							
Gibson .....	.30	.80	1.35	1.80	2.20	5.00	Eldorado	\$1.50	\$2.20	\$5.85	\$9.35	\$12.60	\$15.40	\$35.00							
Glen Mary .....	.40	1.10	1.75	2.35	2.85	6.50	DEWBERRIES	12	25	100	200	300	400	1000							
Premier .....	.40	1.00	1.60	2.15	2.65	6.00	Lucretia	1.00	1.50	4.00	6.40	8.65	10.55	24.00							
Sample .....	.40	.95	1.50	2.10	2.50	5.75	CURRENTS	(Not Shipped West of Mississippi River.)													
Senator Dunlap ..	.30	.75	1.20	1.60	2.00	4.50	Lee's Prolific, 1-yr No. 1—Black	Each	12	25	100	200	300	400	1000						
Uncle Jim .....	.50	1.25	2.00	2.70	3.30	7.50	Perfection, 1-yr No. 1—Red..	\$0.15	\$1.50	\$2.00	\$7.00										
Champion Ever-bearing .....	.75	2.00	3.20	4.30	5.30	12.00	Perfection, 1-yr No. 1—Red..	.25	2.50	3.75	12.00										
Progressive Ever-bearing .....	.65	1.65	2.65	3.60	4.40	10.00	Perfection, 2-yr No. 1—Red..	.30	3.00	4.25	15.00										
ASPARAGUS										Currants											
Palmetto .....	12	25	100	200	300	400	1000	Lee's Prolific, 1-yr No. 1—Black	Each	12	25	100	200	300	400	1000					
1-yr. No. 1 .....	.30	.50	1.45	2.25	3.10	3.70	8.50	Perfection, 1-yr No. 1—Red..	\$0.15	\$1.50	\$2.00	\$7.00									
2-yr. No. 1 .....	.45	.75	2.00	3.20	4.30	5.30	12.00	Perfection, 1-yr No. 1—Red..	.25	2.50	3.75	12.00									
GRAPES										Perfection, 2-yr No. 1—Red..	.30	3.00	4.25	15.00							
Concord, 2-yr No. 1—Black .....																					
Concord, 2-yr No. 2—Black .....																					
Concord, 1-yr No. 1—Black .....																					
Concord, 1-yr—Extra Fancy .....																					
Niagara, 1-yr No. 1—White .....																					
Moore's Early, 1-yr No. 1—Black .....																					

# Read Carefully Before Ordering

**SHIPPING SEASON.** We begin shipping about April 1st, and continue until in May, depending entirely upon weather conditions. All orders ordered shipped after the 15th of May travel at customer's risk. We do not fill orders for plants in the fall.

**WHEN TO ORDER.** Send in your order as soon as this catalog reaches you. You are more certain to receive the varieties you desire. Specify date about when you wish order shipped and we will get it off to you as nearly as possible on this date. Remember that unfavorable weather conditions sometimes stop our field work and we cannot get your plants dug, but do our best to get your order off on the date you specify.

**HOW TO ORDER.** Read all instructions on this page, also on the Order Blank. Use the Order Blank and write your name and address plainly. Late in the season, give a second choice in varieties.

**REMIT** by Postoffice Money Order, Express Money Order, Bank Draft, or Personal Check. Postage Stamps will be accepted on small orders. Register your letter if you send coins or currency.

**SHIPPING.** We ship either by Parcel Post or Express. Regarding Parcel Post shipments, see page 23.

## PLANTS REQUIRED PER ACRE:

	Plants
Strawberries.....3 ft., 8 in. x 1 1/2 ft.,	7,920
Ever'b'g Strawberries 2 1/2 ft. x 1 1/2 ft.,	11,600
Black Raspberries .....7 ft. x 3 1/2 ft.,	1,777
Red Raspberries.....6 ft. x 3 ft.,	2,420
Blackberries .....7 ft. x 3 1/2 ft.,	1,777
Grapes .....8 ft. x 10 ft.,	540
Grapes .....9 ft. x 12 ft.,	403

**SAFE ARRIVAL, LOSS OR DAMAGE.** We guarantee safe arrival of plants but do not hold ourselves responsible for negligence or rough handling on the part of the transportation company. We guarantee safe arrival, however, with the understanding that the customer refuses acceptance of plants that arrive in a spoiled or damaged condition due to rough handling or long period enroute. We will gladly refill orders to the extent of damage or loss providing customer sends a signed statement at once from his Express Agent as to the condition or loss of plants upon arrival. Parcel Post shipments should be insured.

**OUR HELP TO CUSTOMERS.** It is our desire to aid and assist customers in every way possible to acquire the greatest success possible in growing our plants. We issue our "Keith's Ways to Successful Berry Culture" which gives thorough and practical instruction as to handling plants upon arrival, preparation of soil, planting, cultivation, etc. It is sent free to every customer. (see page 7).

## OUR GUARANTEE. (See page 1).

**SUBSTITUTION.** We substitute, unless instructed to the contrary, but never until the varieties ordered are exhausted; and in all cases, if so requested, cheerfully refund money instead of substituting. If allowed to substitute we will gladly give you the benefit of our knowledge of the different varieties. Read the Order Blank carefully.

**REFERENCES.** We are glad to refer you as to our reliability, financial standing, etc., to the Union Banking Co., St. Joseph, Mich., with whom we do business; E. K. Warren & Co., Bankers, Three Oaks, Mich.; Postmaster or Express Agent, Sawyer, Mich.; American Association of Nurserymen, Louisiana, Mo.

## Your Friends and Neighbors

If your friends or neighbors are interested in securing small fruit plants, you will greatly favor us, and them also, by loaning them this book. Or, if you will send in their names and addresses with your order, we will immediately mail them a catalog and place their name on our regular mailing list. They might wish to order plants at the same time you do. If so, why not bunch your order and send it in as one. You could then get plants at thousand rates. We could pack each person's plants separately if you so desired.

## Special Quotations—Help—Success

If you are planning on setting out a large number of small fruit plants this season, allow us to help you; first, by making you a special price on the stock you need; second, by sending you plants that will bring you the best returns possible on your investment; third, by giving you the best information possible in regard to selecting and preparing your soil, setting out and caring for the plants we will send you. In these ways you will find that we have not only saved you money and a great deal of labor, but helped you to succeed in growing the largest and most profitable crops of berries. On orders of \$5.00 or more received before March 15, we allow a discount of 5 per cent.

## To the Lady of the House

Every housewife appreciates a homey home—one with roses, shrubs and flowers growing about the dooryard, hemming walks and drives, screening unsightly objects, and covering the garden fence with a mass of flowers and leaves, thus making the out-of-door surroundings beautiful, inviting and cheery. A climbing rose or vine about the doorstep, a bush or two near the corner of the house, a sweet-scented honeysuckle on the backyard fence—just a few shrubs and vines will do wonders in making your house a home instead of "just a place to live." And with the very low price at which we are offering you our home grown shrubs and vines (page 22), all these necessary shrubs and vines can be had at a very low figure.

To show our desire to aid and assist you in beautifying your home grounds and make your home the most attractive, we offer, free, our service in helping you to plan your plantings. One of our firm is very competent to advise you along these lines, having taught Landscape Gardening in an Agricultural College for six years. If you are interested in making your home grounds very attractive, write us. We are at your service without cost.

The list of shrubs and vines offered on page 22 is not all we can supply. We have the Hydrangeas, Weigelas, etc., that you will not find listed. If you want any shrub not found in our list, write us about it. We can supply all your wants in the shrub line.

# Cumberland Black Raspberry

Profitable—Productive—Reliable

**C**UMBERLAND is the most productive and profitable of the Black Raspberries. It is a very reliable variety, bearing profitable crops when other varieties are a failure.

**T**HE berries are of the largest type, firm, perfect and well flavored. They are juicy and do not have the "seediness" that is so often found in Raspberries. You can depend upon this variety for the production of good berries and lots of them.

**T**HE canes are very hardy, standing the coldness of all our Northern winters. They are strong, and stand up well under their heavy load of berries. Cumberland berries are up where you can pick them.

**O**UR plants are up to Keith's standard—strong, well rooted, thrifty, true to name. A State Certificate of Inspection goes with every shipment. Prices, 80c per 25; \$2.10 per 100; \$3.35 per 200; \$4.50 per 300; \$5.50 per 400; \$12.50 per 1000.



Cumberland Black Raspberries.  
( $\frac{3}{4}$  Actual Size).

(Read page 20.)

# Concord Grape

Concord Grapes. ( $\frac{3}{4}$  Actual Size).



## The Leading Variety of All Grapes

**T**HREE is no other fruit that will bring you so much clear cash at so small an expense as will the Concord Grape. They always sell well. Grape growers this year realized from \$300 to \$500 per acre off their vineyards; while the other large fruits were hard to dispose of at a profit.

**F**OUR hundred and fifty of our Lake-Shore Grape Plants will set an acre (set 8 x 12 feet), and the second summer after planting will bear paying crops of grapes.

**W**HEN you set a vineyard, your investment is sure and permanent. Your income from it will last as long as you live. And by setting the Concord variety, you are sure of the best prices in any market, because everybody knows that the Concord Grapes are the best.

**A**LL the large vineyards in New York, Ohio, Southern Michigan and other large centers, are planted to the Concord, which shows that they are in greatest demand. It is without question the best grape for wines, juices, jellies, etc. (See page 21 for description of plants and how they are grown).

Prices given on page 23.

Galesville, Wis.  
Gentlemen:

The 200 grape plants purchased from you in spring of 1922 have done fine. Some made a growth of eight feet the first year. This fall (1923) we picked over 150 pounds from them.

GEO. TRIM.

# Keith's New-Land Fruit Plants

SHIPPED DIRECT TO YOU

The Most Profitable Plants to Buy. Every Dollar Invested Can Bring You \$25.00 to \$50.00 in Berries (See Pages 2 and 3.)

\$29.55 WORTH  
OF PLANTS  
BROUGHT  
\$405.00 IN  
BERRIES.

Westerville, O.  
Dear Sirs:—

Late frosts and then a dry spell, but I harvested \$405.00 worth of berries. The beauty of it was I sold them all at the patch. Of the 3,500 plants, nearly every one grew.

Yours truly,  
J. B. HUFFORD.



\$3,000 PER  
ACRE.

Los Angeles, Cal.  
Gentlemen:

I feel safe in saying that here in California, the Gibson will produce \$3,000 per acre. I am a Gibson man, first, last and always, when a little patch 40x40 feet, nets \$260.00,

E. E. ROY.

\$1,000 PER ACRE.

Dear Sirs.—

Appleton, Wis.  
Here is a picture of part of the strawberry plants purchased from you. There are 16 rows, 105 feet long, and we picked about 700 quarts. Had we sold all of them at the price we got for those we did sell (20c to 25c per quart), we would have got \$175, (at the rate of \$1,000 per acre). The plants we got from you this spring are doing fine. By the first of August they had a row 18 inches wide.

EDW. ROLOFF.

## The Famous Gibson

( $\frac{3}{4}$  Actual Size).



### The Biggest and Best Berry Grown

Outyields any other strawberry in large, juicy, dark red berries. Over 6,000 quarts per acre have been harvested at one picking; more than the common varieties yield during the season. See full description on page 13. Price only \$5.00 per 1,000.

